

Set	Items	Description
S1	26202	VIRTUAL()REALIT? OR VR OR AVATAR
S2	1823933	SHOP? OR STORE? OR MARKET? OR RETAIL? OR VENDOR? OR MALL? - OR SHOWROOM? OR SHOW()ROOM? ? OR AUCTION?
S3	701103	TRANSACTION? ? OR TRADE OR TRADES OR TRADING
S4	52817	LIVE
S5	940682	SIMULAT?
S6	461	S1(15N)S2
S7	1	S6 AND S4 AND S5
S8	36	S6(10N) (S4 OR S5)
S9	30	S8 NOT PY>2000
S10	29	S9 NOT PD=20000331:20041109
S11	29	RD (unique items)
File	2:INSPEC	1969-2004/Oct W5 (c) 2004 Institution of Electrical Engineers
File	35:Dissertation Abs Online	1861-2004/Oct (c) 2004 ProQuest Info&Learning
File	65:Inside Conferences	1993-2004/Nov W1 (c) 2004 BLDSC all rts. reserv.
File	99:Wilson Appl. Sci & Tech Abs	1983-2004/Sep (c) 2004 The HW Wilson Co.
File	233:Internet & Personal Comp. Abs.	1981-2003/Sep (c) 2003 EBSCO Pub.
File	474:New York Times Abs	1969-2004/Nov 08 (c) 2004 The New York Times
File	475:Wall Street Journal Abs	1973-2004/Nov 08 (c) 2004 The New York Times
File	583:Gale Group Globalbase(TM)	1986-2002/Dec 13 (c) 2002 The Gale Group
File	256:TecInfoSource	82-2004/Jul (c)2004 Info.Sources Inc

11/5/1 (Item 1 from file: 2)  
DIALOG(R)File 2:INSPEC  
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6756438

**Title: How to become a virtual business**

Author(s): Bell, I.

Journal: Journal, the Chartered Insurance Institute p.25-6

Publisher: Chartered Insurance Inst,

Publication Date: Sept. 2000 Country of Publication: UK

CODEN: JCIIFE ISSN: 0957-4883

Material Identity Number: B424-2000-005

Language: English Document Type: Journal Paper (JP)

Treatment: Practical (P)

Abstract: Commentators tell us that we live in a virtual world - **virtual reality**, **virtual shopping** and virtual insurance all are within our grasp because of the power of e-commerce. As an insurance manager, if you are not seen to be punctuating your strategy meetings with the phrases 'bricks to clicks', 'clicks and mortar' and 'virtuality', you'd better wise up, wire up or die. Welcome to the new world of virtual business - if you're ready for it!. (0 Refs).

Subfile: D

Descriptors: electronic commerce; insurance data processing; virtual reality

Identifiers: virtual business; virtual reality; virtual shopping; virtual insurance; electronic commerce; strategy meetings; virtuality

Class Codes: D2050G (Insurance); D2020 (Design and graphics); D2010 (Business and professional)

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11/5/2 (Item 2 from file: 2)  
DIALOG(R)File 2:INSPEC  
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6463632

**Title: Simulation and virtual reality**

Author(s): Holden, E.

Journal: Manufacturing Management vol.8, no.10 p.31, 33

Publisher: Inside Communications,

Publication Date: Nov.-Dec. 1999 Country of Publication: UK

ISSN: 1367-1618

SICI: 1367-1618(199911/12)8:10L:31:SVR;1-6

Material Identity Number: G285-1999-010

Language: English Document Type: Journal Paper (JP)

Treatment: Practical (P)

Abstract: Improved time-to- **market** speed and information share are just a couple of advantages offered by current **simulation** and **VR** packages. Recent advances in **simulation** software have focused on three main areas-making it easy to use, enhancing the visualisation, and making results easier to interpret. Consequently, companies are widening the use of simulation within their organisation. Virtual reality combined with simulation is one way of achieving better visual representation, but it can add significantly to the time to build models and the cost of the software, and it can be difficult to use. (0 Refs)

Subfile: D

Descriptors: digital simulation; engineering graphics; manufacturing industries; production engineering computing; virtual reality

Identifiers: virtual reality; simulation; visualisation; visual

representation; software

Class Codes: D2070 (Industrial and manufacturing); D2020 (Design and graphics)

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11/5/3 (Item 3 from file: 2)

DIALOG(R) File 2:INSPEC

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5717396 INSPEC Abstract Number: C9711-7480-150

**Title: Factory animation by self-organization principles**

Author(s): Vaario, J.; Fujii, N.; Scheffter, D.; Mezger, M.; Ueda, K.

Author Affiliation: Nara Women's Univ., Japan

Conference Title: Proceedings. International Conference on Virtual Systems and MultiMedia, VSMM '97 (Cat. No.97100182) p.235-42

Publisher: IEEE Comput. Soc, Los Alamitos, CA, USA

Publication Date: 1997 Country of Publication: USA ix+252 pp.

ISBN: 0 8186 8150 0 Material Identity Number: XX97-02377

U.S. Copyright Clearance Center Code: 0 8186 8150 0/97/\$10.00

Conference Title: Proceedings. International Conference on Virtual Systems and MultiMedia VSMM '97 (Cat. No.97TB100182)

Conference Sponsor: Int. Soc. Virtual Syst. & MultiMedia (VSMM); Univ. Geneva (MIRALab-CUI); Comput. Graphics Soc. (CGS); IFIP WG 5.10

Conference Date: 10-12 Sept. 1997 Conference Location: Geneva, Switzerland

Language: English Document Type: Conference Paper (PA)

Treatment: Practical (P)

Abstract: A novel idea of combining virtual reality with automated action control based on self-organization simulation is introduced. The concept provides intelligent control for entities in virtual reality enabling the user to participate in real-time to the self-organization simulation through the virtual reality interface. The concept is demonstrated with an implementation in a manufacturing domain, where a real world factory **shop-floor** is modeled in **virtual reality**, and factory operations are controlled based on self-organization **simulation**. The control provides a real time and continuous adaptation of the factory operations to the user interactions and other environmental disturbances. The implementation is based on distributed programming, where the self-organization simulator and the virtual factory run on separate computers. Two programs continuously interchange information through a local area network. The first implementation has provided sufficient response times for real time user interactions. (8 Refs)

Subfile: C

Descriptors: adaptive systems; computer animation; digital simulation; electronic data interchange; engineering graphics; local area networks; production engineering computing; self-adjusting systems; simulation; virtual reality

Identifiers: self-organization principles; factory animation; virtual reality; automated action control; self-organization simulation; intelligent control; real-time user participation; virtual reality interface; manufacturing domain; real world factory shop-floor modelling; factory operation control; continuous factory operation adaptation; real time factory operation adaptation; user interactions; environmental disturbances; distributed programming; virtual factory; program information interchange; local area network; response times

Class Codes: C7480 (Production engineering computing); C6130B (Graphics techniques); C6130E (Data interchange); C5620L (Local area networks); C6185 (Simulation techniques)

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11/5/4 (Item 4 from file: 2)  
DIALOG(R)File 2:INSPEC  
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5445483 INSPEC Abstract Number: C9701-7810C-073

**Title: VR in industrial training**

Journal: VR News vol.5, no.9 p.23-6

Publisher: Cydata,

Publication Date: Nov. 1996 Country of Publication: UK

CODEN: VRNEFQ ISSN: 1360-3485

SICI: 1360-3485(199611)5:9L.23:IT;1-0

Material Identity Number: D422-96009

Language: English Document Type: Journal Paper (JP)

Treatment: Applications (A); Practical (P)

Abstract: Training is a **market** with great potential for **virtual reality**. The technology of **VR** has developed in part from flight **simulation** training systems, and there is obviously also a wide range of industrial applications where zero-risk, lower-cost VR-based training will offer significant advantages over real-world training. The paper provides a look at virtual reality training applications being developed at several different international locations. It also discusses the methods by which VR companies have started to train their clients for the use of virtual reality, and provides a discussion of evaluative efforts. (0 Refs)

Subfile: C

Descriptors: computer based training; user interfaces; virtual reality

Identifiers: industrial training; computer based training; virtual reality; flight simulation training systems; industrial applications; low cost; companies; client training

Class Codes: C7810C (Computer-aided instruction); C6130B (Graphics techniques); C6180 (User interfaces)

Copyright 1996, IEE

11/5/5 (Item 5 from file: 2)  
DIALOG(R)File 2:INSPEC  
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5039582 INSPEC Abstract Number: B9510-6210R-040, C9510-6130M-030

**Title: Using multimedia and virtual reality in engineering and manufacturing**

Author(s): Machover, C.

Conference Title: Professional Program Proceedings. Electro/95 International (Cat. No.95CH35790) p.187-237

Publisher: IEEE, New York, NY, USA

Publication Date: 1995 Country of Publication: USA 484 pp.

ISBN: 0 7803 2633 4

U.S. Copyright Clearance Center Code: 0 7803 2633 4/95/\$4.00

Conference Title: Proceedings of Electro/International 1995

Conference Sponsor: IEEE Region 1; METSAC & CNEC; ERA - New York & New England Chapters

Conference Date: 21-23 June 1995 Conference Location: Boston, MA, USA

Language: English Document Type: Conference Paper (PA)

Treatment: General, Review (G); Practical (P)

Abstract: New visual technologies like virtual reality and multimedia that expand the computer graphics "tool kit" have been often associated with "fringe" applications in art and entertainment. However, there are a growing number of actual and potential applications in engineering and manufacturing such as: automotive design, industrial design, mechanical design, architecture, computational fluid dynamics, human factors analysis,

telepresence (remote manipulation), training/ **simulation** , documentation, and **marketing** . For example, forecasters estimate that **VR** and multimedia applications in engineering and manufacturing will account for about 1/3 of the \$11.1 billion revenues developed in 1994. This paper will update you on what's happening with the new visual technologies, help you understand what virtual reality and multimedia are, how they are related, review for what applications virtual reality and multimedia are now being used in engineering and manufacturing, separate what's real from what's hype, discuss what products and services are available and from whom, discuss the markets sizes, review what are the impediments to growth, and discuss what we can expect in the near future. (0 Refs)

Subfile: B C

Descriptors: multimedia systems; virtual reality

Identifiers: multimedia; virtual reality; engineering; manufacturing; computer graphics; automotive design; industrial design; mechanical design; computational fluid dynamics; human factors analysis; telepresence; remote manipulation; training; simulation; documentation; marketing; visual technologies

Class Codes: B6210R (Multimedia communications); C6130M (Multimedia); C6130B (Graphics techniques); C6180 (User interfaces)

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11/5/6 (Item 6 from file: 2)

DIALOG(R)File 2:INSPEC

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4858140 INSPEC Abstract Number: C9502-6130B-058

**Title: Cab simulators**

Author(s): Denne, P.

p.9-14

Publisher: Mecklermedia, London, UK

Publication Date: 1994 Country of Publication: UK 180 pp.

ISBN: 0 88736 972 3

Conference Title: Proceedings of London Virtual Reality EXPO'94

Conference Date: 31 Jan.-2 Feb. 1994 Conference Location: London, UK

Language: English Document Type: Conference Paper (PA)

Treatment: Practical (P)

Abstract: Most public experience of virtual reality to date has been in cab simulators like the big Rediffusion machines, the Super X fourteen-seater machines, and the wide-screen simulators in Universal Studios and Luxor, the new experience at Las Vegas. These illusions use prerecorded visual imagery and pre-programmed motion of the "hang on tight" variety. The recent breakthrough in electromagnetic motion base technology means that we are about to see a new range of personal cab **simulators** come onto the **market** . Research predicts that these small, real-time interactive machines will dominate the field for **virtual reality** applications in entertainment. (0 Refs)

Subfile: C

Descriptors: digital simulation; entertainment; virtual reality

Identifiers: virtual reality; big Rediffusion machines; Super X fourteen-seater machines; wide-screen simulators; Universal Studios; Luxor; prerecorded visual imagery; pre-programmed motion; electromagnetic motion base technology; personal cab simulators; small real-time interactive machines; entertainment

Class Codes: C6130B (Graphics techniques); C6185 (Simulation techniques); C7820 (Humanities computing)

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11/5/7 (Item 7 from file: 2)

DIALOG(R)File 2:INSPEC

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4806904 INSPEC Abstract Number: C9412-6130B-022

**Title: Going to the shopping mall via VR**

Author(s): House, G.

Journal: Virtual Reality World vol.2, no.6 p.41-3

Publication Date: Nov.-Dec. 1994 Country of Publication: USA

CODEN: VRWOEW ISSN: 1060-9547

Language: English Document Type: Journal Paper (JP)

Treatment: Practical (P)

Abstract: Since October 1993, Fredrickson and Zlotin have been working on In the Bag at the University of California in San Diego and the San Diego Supercomputer Center. From the start, their plan has been to develop a VR system that **simulates** a typical day at the **mall**. Essentially, **shoppers** will move through a lifelike representation of a shopping mall, entering as many stores as they like and selecting as many items as they like-all without leaving the comfort of home. Interaction with the virtual shopping mall is made possible by using a cyberglove and a spaceball. Also necessary is a pair of liquid crystal display (LCD) shutter glasses, which enhance the shopping experience by allowing shoppers to see spaces and merchandise in 3D. While the glove tracks the position and orientation of the shopper's hand, the spaceball provides movement and rotation in all directions. To select from available items, the shopper simply points and takes hold of the object of choice. To buy, the shopper then drops the object into the indicated shopping bag. (0 Refs)

Subfile: C

Descriptors: data gloves; liquid crystal displays; virtual reality

Identifiers: VR; In the Bag; shoppers; stores; virtual shopping mall; cyberglove; spaceball; liquid crystal display shutter glasses; merchandise; position; orientation; movement; rotation; shopping bag

Class Codes: C6130B (Graphics techniques); C5540B (Interactive-input devices)

11/5/8 (Item 8 from file: 2)

DIALOG(R)File 2:INSPEC

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4669238 INSPEC Abstract Number: C9406-7340-031

**Title: Dynamic Terrain (simulation project)**

Author(s): Moshell, J.M.; Blau, B.; Xin Li; Lisle, C.

Author Affiliation: Dept. of Comput. Sci., Central Florida Univ., Orlando, FL, USA

Journal: Simulation vol.62, no.1 p.29-40

Publication Date: Jan. 1994 Country of Publication: USA

CODEN: SIMUA2 ISSN: 0037-5497

Language: English Document Type: Journal Paper (JP)

Treatment: Practical (P)

Abstract: While many are familiar with flight simulators, there is also a growing body of ground-based simulation training systems. The Army/DARPA sponsored SIMNET project involved over 200 armor and aircraft simulators in a complex network, designed to teach combined arms combat skills. The follow-on Close Combat Tactical Trainer (CCTT) project will be the largest training simulator acquisition in history. In addition, realtime interactive **simulation** is moving beyond military training into the potentially much larger **market** of commercial, entertainment and educational applications currently being called "**virtual reality**". However, no existing realtime **simulation** supports a truly interactive world. In particular, the terrain (soil, water and vegetation) is nearly or

completely immutable in today's simulators. In a word, the terrain is not dynamic. The project presented, explores the hypothesis that it is economically feasible to construct networked realtime simulators which incorporate useful simulations of dynamic terrain phenomena. The authors have evaluated the computational requirements of realtime graphical dynamic terrain simulation with both theoretical models and prototypes, and conclude that useful levels of terrain dynamics can be incorporated in the next generation of low-cost, high-volume training simulators and virtual environments. (19 Refs)

Subfile: C

Descriptors: computer graphics; digital simulation; geophysics computing; real-time systems; virtual reality

Identifiers: Dynamic Terrain; simulation project; flight simulators; ground-based simulation training systems; Army/DARPA sponsored SIMNET; aircraft simulators; complex network; combined arms combat skills; realtime interactive simulation; educational applications; virtual reality; soil; water; vegetation; networked realtime simulators; dynamic terrain phenomena; computational requirements; realtime graphical dynamic terrain simulation; theoretical models; terrain dynamics; high-volume training simulators; virtual environments

Class Codes: C7340 (Geophysics); C6185 (Simulation techniques); C6130B (Graphics techniques)

11/5/9 (Item 9 from file: 2)

DIALOG(R) File 2:INSPEC

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4631647 INSPEC Abstract Number: C9405-6180G-004

**Title: Virtual reality market analysis**

Author(s): Barker, Q.

Author Affiliation: Fuqua Sch. of Bus., Duke Univ., Durham, DC, USA

Journal: Virtual Reality World vol.2, no.2 p.55-64

Publication Date: March-April 1994 Country of Publication: USA

CODEN: VRWOEW ISSN: 1060-9547

U.S. Copyright Clearance Center Code: 1060-9547/94/\$15+0.

Language: English Document Type: Journal Paper (JP)

Treatment: General, Review (G)

Abstract: Presents a **market** analysis (including **market** size) of heat mounted displays (pixel count and refresh rate), and **VR** applications (architectural walkthroughs, molecular modelling, surface science, medical imaging, flight and space **simulation**, financial **markets** modelling, software visualization, information visualization, low-vision enhancement, military uses and entertainment). (44 Refs)

Subfile: C

Descriptors: computer applications; display devices; DP industry; marketing; virtual reality

Identifiers: virtual reality; flight simulation; market analysis; market size; heat mounted displays; pixel count; refresh rate; architectural walkthroughs; molecular modelling; surface science; medical imaging; space simulation; financial markets modelling; software visualization; information visualization; low-vision enhancement; military uses; entertainment

Class Codes: C6180G (Graphical user interfaces); C0200 (General computer topics); C7000 (Computer applications); C5540 (Terminals and graphic displays)

11/5/10 (Item 10 from file: 2)

DIALOG(R) File 2:INSPEC

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04223246 INSPEC Abstract Number: C9210-6130B-024

**Title: The virtues of virtual reality**

Author(s): Theasby, P.J.

Journal: GEC Review vol.7, no.3 p.131-45

Publication Date: 1992 Country of Publication: UK

CODEN: GECREP ISSN: 0267-9337

Language: English Document Type: Journal Paper (JP)

Treatment: Applications (A)

Abstract: Marconi Simulation have been producing simulators for over 27 years for the military and industrial sectors. The term 'simulator' is a broad description of the application of a variety of technologies and techniques, which have synergy with emerging virtual reality systems. It is anticipated that virtual reality technologies and techniques will significantly change the face of simulation, not only providing improved training efficiency and effectiveness, but also opening up new products and new **markets**. The author looks at several **virtual reality** applications and discusses **simulator** technology. (17 Refs)

Subfile: C

Descriptors: computer graphics; digital simulation; user interfaces

Identifiers: user interfaces; computer graphics; Marconi Simulation; virtual reality systems; virtual reality applications; simulator technology

Class Codes: C6130B (Graphics techniques); C6180 (User interfaces);

C7000 (Computer applications); C5540B (Interactive-input devices)

11/5/11 (Item 11 from file: 2)

DIALOG(R)File 2:INSPEC

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04175226 INSPEC Abstract Number: C9208-7890-001

**Title: Science-fiction visions on the threshold of realisation. 'Artificial worlds as a new communications level' (1989-1992)**

Author(s): Willim, B.

Journal: Fernseh- und Kino-Technik vol.46, no.2 p.119-27

Publication Date: 1992 Country of Publication: West Germany

CODEN: FNKTAH ISSN: 0015-0142

Language: German Document Type: Journal Paper (JP)

Treatment: Applications (A); Practical (P)

Abstract: For pt.1 see *ibid*, vol.46 no.1, p.31-4, 36-7 (1992). This part reviews progress in **virtual reality (VR)**, with the first prototypes appearing for the PC **market**. Retina scanning, flight **simulation** and the University of North Carolina's research are considered. New **VR** systems are under development, including the first cost-effective interfaces. The space glove, and strong feedback in cyberspace are covered. The goal of VR research is stated as the simulation of all the senses, with cyberspace as the future communications level. (5 Refs)

Subfile: C

Descriptors: aerospace simulation; computer animation; feedback; graphical user interfaces; technological forecasting

Identifiers: retina scanning; flight simulation; communications level; virtual reality; cost-effective interfaces; space glove; strong feedback; cyberspace

Class Codes: C7890 (Other special applications); C7460 (Aerospace engineering); C6180G (Graphical user interfaces)

11/5/12 (Item 1 from file: 35)

DIALOG(R)File 35:Dissertation Abs Online

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01564646 ORDER NO: AAD97-22605

**THE EFFECT OF PACKAGE PICTURES ON CHOICE: AN EXAMINATION OF THE MODERATING EFFECTS OF BRAND TYPE, PRODUCT BENEFITS, AND INDIVIDUAL PROCESSING STYLE**

Author: UNDERWOOD, ROBERT LEE

Degree: PH.D.

Year: 1996

Corporate Source/Institution: VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY (0247)

Chair: NOREEN KLEIN

Source: VOLUME 58/02-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 520. 291 PAGES

Descriptors: BUSINESS ADMINISTRATION, MARKETING ; PSYCHOLOGY, BEHAVIORAL

Descriptor Codes: 0338; 0384

Packaging design issues are rapidly gaining the attention of product managers as evidence indicates that a majority of consumers are making choice decisions at point of purchase. The marketing literature contains relatively little theoretical development in the area of packaging and its communicative effects. This dissertation seeks to provide a theoretical framework for understanding the effects of visual package information, specifically, the effects of incorporating a picture or illustration of the product. The research integrates literature from the information processing paradigm (e.g., visual/verbal information processing, cue utilization, accessibility/diagnosticity framework, multiattribute attitude model), the brand equity area (e.g., brand type, product benefits) and behavioral decision theory (e.g., product uncertainty, perceived quality, brand familiarity) as a basis for predicting the effects of product pictures on attention, product evaluations, quality perceptions, and choice. The model proposes that these effects will vary as a function of differences in the nature of product benefits (i.e., low experiential vs. high experiential), brand type (i.e., national vs. private label), and individual processing style (i.e., visual vs. verbal). The research was conducted in two studies, one of which utilized a **virtual reality simulated shopping** software system called Visionary **Shopper**. In the examination of package design on attention and choice in Study 1, the predicted picture superiority effect received only partial support. When analyzing food as a between subjects variable (high vs. low experiential benefits), pictures improved attention to the private label brands. When analyzing the four food categories individually, the addition of a product picture significantly enhanced attention to the private label brand of candy, attention to the private label brand of bacon, and choice of the private label brand of candy bars. Pictures had little effect on any of the national brand products. Study 2 results suggest that the addition of a picture did not have a significant effect on brand evaluation, perceived quality, or choice. Results generating support for the picture superiority hypothesis in Study 2 include a significant positive effect for picture on beliefs about the taste of the product and on subjects' attitudes toward the package.

11/5/13 (Item 1 from file: 65)

DIALOG(R)File 65:Inside Conferences

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02274276 INSIDE CONFERENCE ITEM ID: CN023803613

Virtual Reality Shopping Simulation **for the Modern Marketer**

Cohen, S.; Gadd, M.

CONFERENCE: European Society for Opinion and Marketing Research-Marketing research congress; 48th

ESOMAR MARKETING RESEARCH CONGRESS, 1995; 48th P: 269-284

ESOMAR, 1995

ISBN: 9283112296

LANGUAGE: English DOCUMENT TYPE: Conference Papers

CONFERENCE SPONSOR: European Society for Opinion and Market Research  
(ESOMAR)

CONFERENCE LOCATION: The Hague

CONFERENCE DATE: Sep 1995 (199509) (199509)

BRITISH LIBRARY ITEM LOCATION: 3811.276000

DESCRIPTORS: ESOMAR; opinion research; market research

**11/5/14 (Item 1 from file: 99)**

DIALOG(R)File 99:Wilson Appl. Sci & Tech Abs

(c) 2004 The HW Wilson Co. All rts. reserv.

1764838 H.W. WILSON RECORD NUMBER: BAST96045178

**Cinetropolis**

AUGMENTED TITLE: high-tech entertainment centers

Handley, Cathy;

Compressed Air v. 101 (July/Aug. '96) p. 25-9

DOCUMENT TYPE: Feature Article ISSN: 0010-4426 LANGUAGE: English

RECORD STATUS: Corrected or revised record

ABSTRACT: The high-tech entertainment industry is just starting to take off. Iwerks Entertainment, Burbank, California, is one company that is hoping to expand its **market** in this area. The company has developed the Cinetropolis--an area packed with **virtual - reality** adventures, specialty giant-screen theaters, and **simulated** rides. The first Cinetropolis was built in 1994 in Foxwoods Resort Casino in Ledyard, Connecticut. Later that same year, the company opened a second Cinetropolis in a shopping mall in Chiryu, Japan. It currently has plans for 30 more centers in Asia, with up to 60 worldwide. Another player in the industry is the IMAX Corporation, which is known for its 3-D IMAX pictures that give viewers a real sense of being in the picture. Finally, the latest trend is for the "high-touch" experience, in which the audience shares emotional feelings.

DESCRIPTORS: Imax motion pictures; Virtual reality; Computer animation;

**11/5/15 (Item 2 from file: 99)**

DIALOG(R)File 99:Wilson Appl. Sci & Tech Abs

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1627620 H.W. WILSON RECORD NUMBER: BAST96017607

**Virtual reality goes to work**

Chinnock, Chris;

Byte v. 21 (Mar. '96) p. 26-7

DOCUMENT TYPE: Feature Article ISSN: 0360-5280 LANGUAGE: English

RECORD STATUS: Corrected or revised record

ABSTRACT: Virtual reality (VR) is set to change mainstream computing. Thanks to the Internet, digital convergence, and new development tools and hardware, vendors and analysts predict that over the next two years VR technologies will become commonplace. Traditional arcade-style VR entertainment centers, as well as medical, military, and industrial VR **simulators**, will improve, and new industries and applications will adopt VR. According to Doug Schiff, vice president of **marketing** at VR-tool developer Division, a key trend in VR is decreasing prices for high-performance graphics platforms; another key trend is that VR development software is becoming easier to use and less costly. Virtual 3-D worlds on the Internet are also discussed.

DESCRIPTORS: VRML (Computer language); Medical simulators;

11/5/16 (Item 3 from file: 99)

DIALOG(R)File 99:Wilson Appl. Sci & Tech Abs  
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1175427 H.W. WILSON RECORD NUMBER: BAST94044039

[Power Challenge servers bring supercomputing to the masses]

Datamation v. 40 (July 15 '94) p. 84

DOCUMENT TYPE: Feature Article ISSN: 0011-6963 LANGUAGE: English

RECORD STATUS: New record

ABSTRACT: Silicon Graphics hopes that its new Power Challenge line of servers will be able to compete in new and old markets areas. The high end of the product range provides performance sufficient to interest users in the traditional core supercomputing markets of defense, academia, and national security, along with the automotive, chemical, and pharmaceutical industries. The product line is also aimed at nontraditional **market** areas, such as **virtual reality**-based **simulators** and financial analysis.

DESCRIPTORS: Supercomputers; Network servers; Silicon Graphics, Inc;

11/5/17 (Item 1 from file: 233)

DIALOG(R)File 233:Internet & Personal Comp. Abs.  
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00454152 97WW03-007

**New chat format -- Will Live World's VR 'ChatZines,' with content experts functioning as moderators, attract advertisers?**

Wang, Nelson

WebWeek , March 3, 1997 , v3 n5 p21, 26, 2 Page(s)

ISSN: 1081-3071

Company Name: LiveWorld Productions

Product Name: TalkCity

Languages: English

Document Type: Articles, News & Columns

Geographic Location: United States

Focuses on the ChatZines, an interactive chat format being offered by LiveWorld Productions Inc., which combines **virtual reality** technology with **live** content experts to facilitate discussion and enhance the content. Says its target **markets** are families and educational users and the ChatZines are part of an overall strategy to develop its TalkCity site and broaden existing community-based chat forums. Addresses the issue of bringing advertising into the ChatZine format which some industry experts think has potential, while some question whether true revenues can be realized. Concludes that advertisers will be offered sponsorships of themed content including ChatZines, as well as the opportunity to develop interactive ads using the ChatZine technology. Includes one photo and one screen display. (phi)

Descriptors: Advertising; Newsgroups; Web Publishing

Identifiers: TalkCity; LiveWorld Productions

11/5/18 (Item 2 from file: 233)

DIALOG(R)File 233:Internet & Personal Comp. Abs.  
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00441122 96PI11-068

**VRML browsers**

Von Schweber, Linda; Von Schweber, Erick

PC Magazine , November 5, 1996 , v15 n19 p256-263, 5 Page(s)

ISSN: 0888-8507

Company Name: Vream

Product Name: WIRL

Languages: English

Document Type: Buyer and Vendor Guide

Grade (of Product Reviewed): A

Hardware/Software Compatibility: Netscape Navigator; Microsoft Internet Explorer

Geographic Location: United States

Presents a buyers' guide to Virtual Reality Modeling Language (VRML) browsers. Explains that these are ``complete realtime 3-D rendering engines with navigation controls that allow you to explore 3-D space and examine 3-D objects.'' Features eleven products from eleven manufacturers. Selects WIRL v1.1 (\$NA) from Vream Inc. of Chicago, IL, (312) as the PC Magazine Editors' Choice. Claims that this choice offers an impressive performance and is the best general-purpose browser of those tested. Notes that this free product allows the user to view worlds from a wide number of sources, and it provides an impressive rendering quality. Also points out that this browser acts as a plug-in for both Netscape Navigator and Microsoft Internet Explorer. Includes ten screen displays, one table, and benchmark test results. (kgh)

Descriptors: VRML; Web Browsers; Three-dimensional Graphics; **Virtual Reality ; Simulation ; Software Review; Vendor Guide**

Identifiers: WIRL; Vream

11/5/19 (Item 3 from file: 233)

DIALOG(R)File 233:Internet & Personal Comp. Abs.

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00441119 96PI11-065

**VR and 3-D players eye the Web**

Von Schweber, Linda; Von Schweber, Erick

PC Magazine , November 5, 1996 , v15 n19 p246, 1 Page(s)

ISSN: 0888-8507

Company Name: Sense8; Datapath; Lightscape Technologies; Vream

Product Name: World Up; RealiMation Space Time Editor; Lightscape Visualization System; VRCreator

Languages: English

Document Type: Buyer and Vendor Guide

Geographic Location: United States

Presents a buyers' guide to four VRML/virtual reality tools from four manufacturers. Provides capsule reviews for: World Up (\$4,000), a full-interactive simulation environment from Sense8; RealiMation Space Time Editor (\$299), a real-time simulation and game development environment from Datapath Ltd.; Lightscape Visualization System (\$2,995), a tool for computing and applying radiosity lighting offline from Lightscape Technologies; and VRCreator 2 (\$99), a set of over 1,000 VRML 2.0-compliant objects and beha from Vream. Also discusses the VRML capabilities of two 3-D development programs: 3D Studio Max (\$34.95) from Kinetix and TriSpectives Professional (\$NA) from 3D/EYE. (kgh)

Descriptors: **Virtual Reality ; VRML; Three-dimensional Graphics; Simulation ; Software Tools; Vendor Guide**

Identifiers: World Up; RealiMation Space Time Editor; Lightscape Visualization System; VRCreator; Sense8; Datapath; Lightscape Technologies; Vream

11/5/20 (Item 4 from file: 233)

DIALOG(R)File 233:Internet & Personal Comp. Abs.

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00381216 95AW04-001

**Fractal Landscapes -- What could be more exciting than creating your own planet? That's exactly what 3-D landscape generation programs let you do**

Brown, Mark R

AmigaWorld , April 1, 1995 , v11 n4 p17-20, 4 Page(s)

ISSN: 0883-2390

Company Name: Natural Graphics; Virtual Reality Labs; Questar Productions; MegameM

Product Name: Scenery Animator; VistaPro; World Construction Set; Fractal Pro; Scapemaker

Languages: English

Document Type: Buyer and Vendor Guide

Hardware/Software Compatibility: Amiga

Geographic Location: United States

Presents a buyers' guide to 3-D fractal landscape generating programs for the Amiga. Three commercial programs are discussed, along with a listing of available shareware programs. The commercial programs available are: Scenery Animator (\$99.95) from Natural Graphics (916), VistaPro v3.1 (\$99.95) from Virtual Reality Labs (805), and World Construction Set (\$250) from Questar Productions (303). Two VistaPro support programs are offered by MegameM (805): Fractal Pro (\$149.95) and Scapemaker 3.0 (\$49.95). Provides instructions on how to create your own fractal landscapes which are of interest to not only graphics designers but also to scientists and photographers because they allow virtual research before going into the field. A sidebar discusses obtaining United States Geological Survey Data Elevation Models for use in creating fractal landscapes. Includes seven screen displays. (eqb)

Descriptors: Three-dimensional Graphics; Simulation ; Amiga; Virtual Reality ; Vendor Guide; Software; Geography

Identifiers: Scenery Animator; VistaPro; World Construction Set; Fractal Pro; Scapemaker; Natural Graphics; Virtual Reality Labs; Questar Productions; MegameM

11/5/21 (Item 5 from file: 233)

DIALOG(R)File 233:Internet & Personal Comp. Abs.

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00321105 93IN08-305

**Virtual reality 101 -- Aerospace leaders and Wall Street introduce tomorrow's technology to business users**

Leibs, Scott

InformationWEEK , August 23, 1993 , n439 p38-40, 2 Page(s)

ISSN: 8750-6874

Company Name: Rockwell International; Maxus Systems International; Northrop

Languages: English

Document Type: Feature Articles and News

Geographic Location: United States

Discusses development of virtual reality technologies. Tells how Rockwell International Corp. is using virtual manufacturing technology to fit parts together so that models don't need to be produced. Says that government and defense contractors have been prime movers in virtual reality technology and mentions a Department of Defense **simulated** recap

of key battles in a networked **virtual reality** application. Discusses Maxus Systems International's development of a stock **market virtual reality** application in which users fly through an environment of 10 dimensions, visualizing complex relationships that might be missed on current software. Predicts that manufacturers will restructure around virtual reality the way that corporations restructured around information. Contains two photos. (GC)

Descriptors: Virtual Reality; Product Development; Industrial Computing; Modeling

Identifiers: Rockwell International; Maxus Systems International; Northrop

11/5/22 (Item 1 from file: 475)

DIALOG(R)File 475:Wall Street Journal Abs

(c) 2004 The New York Times. All rts. reserv.

07908974 NYT Sequence Number: 000000960731

**IN THE LAB: VIRTUAL REALITY GETS CLOSER TO REAL THING**

HARDY, QUENTIN

Wall Street Journal, Col. 1, Pg. 6, Sec. B

Wednesday July 31 1996

DOCUMENT TYPE: Newspaper JOURNAL CODE: WSJ LANGUAGE: English

RECORD TYPE: Abstract

ABSTRACT:

In the Lab column discusses experiments with **virtual reality** at Evans & Sutherland Computer Corp; find that cheaper computer power is taking the **virtual reality market** from military **simulation** into the realm of city planning, planetariums and film re-creations (M)

COMPANY NAMES: Evans & Sutherland Computer Corp

DESCRIPTORS: COMPUTERS AND INFORMATION SYSTEMS; Virtual Reality (Computers)

PERSONAL NAMES: HARDY, QUENTIN

11/5/23 (Item 1 from file: 583)

DIALOG(R)File 583:Gale Group Globalbase(TM)

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06481295

VR develops as method of training managers

UK: SAFEWAY TRAINS MANAGERS USING VR SOFTWARE

Grocer (GR) 7 June 1997 p.8

Language: ENGLISH

The use of 3-dimensional computer graphics, which **simulate** the inside of a **shop**, is being used to train managers at the UK supermarket firm Safeways. The Quicktime **Virtual Reality** system is being used and it is hoped that this training method will allow someone to more quickly get a feel for how the retail business operates.

COMPANY: SAFEWAYS

PRODUCT: Vocational Education (8240); Job & Vocational Services (8330);

Food Retailing (5400); Retail Trade (5200);

EVENT: null (00);

COUNTRY: United Kingdom (4UK);

11/5/24 (Item 2 from file: 583)

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06104984

It's curtains for Orchard Theatre next month

SINGAPORE: NEW THEATRE TO BE PUT UP

Business Times (XBA) 25 Jan 1995 P.2

Language: ENGLISH

The Orchard Theatre in Singapore will be demolished on 6 February 1995. The demolition work will be carried out by Resource Piling. The Orchard Theatre, which is part of the Cathay Organisation chain of cinemas, will be replaced by a S\$ 90 mn nine-storey entertainment centre. Called The Orchard, it will feature: 1. a five-hall cineplex with a seating capacity of 1,350 people 2. specialty **shops** 3. an amusement centre 4. a dynamic motion **simulator** theatre 5. **virtual reality** games 6. a basement food court 7. fast-food outlets 8. theme restaurants. The Orchard has been scheduled for opening in 1997.

COMPANY: THE ORCHARD; CATHAY ORGANISATION; RESOURCE PILING; THE ORCHARD THEATRE

PRODUCT: Nonresidential Buildings NEC (1542); Theatre Arts (8423);

EVENT: Capital Expenditure (43);

COUNTRY: Singapore (9SIN);

11/5/25 (Item 3 from file: 583)

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06085531

Blockbuster Opening Multimedia Chain

US: BLOCKBUSTER INITIATES BLOCK PARTY CONCEPT

Billboard (BBD) 03 Dec 1994 p. 82, 86

Language: ENGLISH

The Block Party concept from Blockbuster Entertainment Group marks this US company's first foray into location-based entertainment and will start off with the opening of a complex in Albuquerque, New Mexico, on 19 December 1994. Block Party will offer myriad forms of entertainment, such as films, video games and **virtual reality simulations**, and is aimed at the 18-45 age bracket. This **store** and a second on Indianapolis, scheduled to emerge in January 1995, potentially cover a lmn-strong market and will gauge demand for a chain of such outlets, giving the older enthusiast the opportunity to take part in the multimedia experience. It is envisaged that the 25,000 to 40,000 square feet Block Party sites will appear in both small and large cities.

COMPANY: BLOCKBUSTER ENTERTAINMENT GROUP

PRODUCT: Video Games Software (7372VG);

EVENT: Product Design & Development (33);

COUNTRY: United States (1USA);

11/5/26 (Item 4 from file: 583)

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05965396

Imax screens new plans as it mulls listing  
CANADA: IMAX EYES NEW FORMS OF ENTERTAINMENT  
Financial Post (TFP) 26 Mar 1994 p. 9  
Language: ENGLISH

Imax is preparing to launch new kinds of out-of-home entertainment with analysts also expecting the company to list publicly shortly. The company, known for its wide screen films screened at amusement parks and museums around the world, believes that simulator rides will hold the key to future growth. Vice chairman, Richard Gelfond, and chairman and interim chief executive, Bradley Wechsler, believe that **shopping malls**, urban entertainment centres and video arcades may soon have interactive, **virtual reality** computer games along with **simulator** rides which are based on popular feature films. The company is now in talks with Hollywood film studios and major home computer game firms to bring these new types of entertainment to world cities. Sony is working with the company on a Manhattan-based entertainment centre, with other centres expected to be constructed in Chicago and San Francisco.

COMPANY: IMAX; SONY  
PRODUCT: Video Games Software (7372VG);  
EVENT: Planning & Information (22); Company Formation (14);  
COUNTRY: Canada (2CAN);

11/5/27 (Item 5 from file: 583)

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05894581

Growing enthusiasm for electronic imagery  
UK: STRONG GROWTH FORECAST FOR VIRTUAL REALITY  
Financial Times (FT) 12 Oct 1993 p.20  
Language: ENGLISH

The virtual reality (VR) market is expanding by 80-100% per year currently, and it will be worth GBP 1bn by the end of the 1990s, according to Charles Grimsdale, chief executive of the VR company Division. The market can be split into three sections, entertainment, computer aided design & manufacturing and **simulation** & training. Entertainment currently accounts for around 30% of the **market**, but its share is likely to go down as companies turn towards **VR** for computer-aided design and **simulation**. The article discusses the **market** in some detail, and looks at Virtuality, the **VR** company formerly known as W Industries, which is making its stock **market** debut in a bid to raise around GBP 10mn.

COMPANY: W INDUSTRIES; VIRTUALITY

PRODUCT: Computer Software (7372); Video Games Software (7372VG);  
Electronic Games (3651EG); CAD/CAM Systems (3573CC);  
EVENT: Market & Industry News (60);  
COUNTRY: United Kingdom (4UK);

11/5/28 (Item 6 from file: 583)

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04816166

Brave new world of electronics

WORLD - BRAVE NEW WORLD OF ELECTRONICS

Financial Times (C) 1991 (FT) 8 January 1992 p18

World: this article looks in detail at the way in which the rapid pace of changing technology is shifting the business strategy of consumer electronics companies. The pace of change, including the rapid advance of digital processing, has torn down the barriers between separate categories of goods, such as televisions, telephones, stereos and computers, and is leading to new types of products - many in the broad category of multi-media devices that perform multiple functions. It has also prompted a budding strategic alliance between Sony, the Japanese consumer company, and Apple Computer, the US personal computer maker, two of the most innovative companies in their respective fields. Companies' success in developing new products will determine whether they are able to maintain the rapid growth that has characterised the electronics industry for several decades. The growth products of the 1980s are approaching market saturation and new products are needed to sustain the momentum. The electronics companies will also be keen to get a decent return from their research spending. This article also looks in detail at some of the consumer electronics coming to **market** now: Video displays; Digital music; Compact discs; **Virtual reality** : the interactive computer **simulation** of visual, audio and tactile reality, triggered by body movements; Multi media: the buzzword for a new generation of computers with sophisticated video and audio capabilities. Also mentioned: Sharp, Philips, Matsushita, Pioneer Electric, Motorola, Toshiba, JVC. (Abstract)\*\*  
Copyright: Financial Times Ltd 1991

COMPANY: SHARP; SONY

PRODUCT: Consumer Electronics (3650); Compact Discs (3652CD);

EVENT: MARKET & INDUSTRY NEWS (60); MARKET & INDUSTRY NEWS (60);

COUNTRY: United Kingdom (4UK); OECD Europe (415); NATO Countries (420);  
South East Asia Treaty Organisation (913);

11/5/29 (Item 7 from file: 583)

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04328234

CONVEX SEES VIRTUAL REALITY AS HOT MARKET

US - CONVEX SEES VIRTUAL REALITY AS HOT MARKET

Computergram International (CGI) 13 June 1991 p1

ISSN: 0268-716X

Convex Computer is targeting its new Preemptor 5000 real-time minisupercomputers at three sectors of the real-time **market** - flight **simulation**, **virtual reality** and high-speed data acquisition. According to UK technical **marketing** manager Ilana Ron, the estimated USD1r1,200 mil-a-year market for real-time processing is divided into four main segments - the low end of the market, mainly shipments of board-level real-time products for personal computers and workstations, accounts for 50% of shipments; the mid-range market - systems between USD1r250k and USD1r500k - accounts for 21%; the high-end USD1r500k-to-USD1r2 mil systems account for 12.5%; and the very high-end USD1r2 mil-and-above sector - dominated by military applications - represents 0.5% of worldwide shipments. Convex has positioned itself in the USD1r250k to USD1r2 mil bracket, where it comes up against the DEC VAX 6000, the Alliant Computer Systems FX/800 and the Concurrent Computer 3200MP. The Preemptor 5300

entry-level machine can be configured with one or two processors sharing up to 500Mb of memory coupled with from one to three programmable input-output processors. It processes 100 MIPS and yields from 50 to 200 MFLOPS of real-time processing and 80Mbytes-per-second throughput.

PRODUCT: Minicomputers (3573MN);

EVENT: PRODUCTS, PROCESSES & SERVICES (30);

COUNTRY: United States (1USA); NATO Countries (420); South East Asia

Treaty Organisation (913);